



Regional Conference on Tourism in MENA Cities

Competitiveness for Sustainable Growth
Amman, Jordan

Regional Conference

13 – 14 November 2017

Tourism In Mena Cities

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Amman Declaration: Recalling

- ❖ UNWTO promotes tourism in view of its contribution to the economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and freedoms for all without discrimination of any kind such as race, color, gender, language and religion;
- ❖ The UNWTO has developed the Global Code of Ethics for Tourism as a framework for sustainable tourism development and calls stakeholders in destinations to develop ethical tourism based on responsible, sustainable and for the universal right of tourism for all. Addressed to governments, the private sector, communities and tourists alike, it aims to help maximize tourism's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

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Amman Declaration: Recalling

- ❖ The Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism represents a public declaration on behalf of a tourism enterprise or association to uphold and integrate the Code's principles in its corporate governance. The Commitment constitutes a formal pledge to uphold a set of general and basic ethical principles related to the sustainable and, above all, responsible development of tourism, such as respect for human rights and fighting against the exploitation of persons and the environment, and respecting the rights of local communities as well as those of workers. The Commitment also consists in helping disseminate and promote the Global Code of Ethics in the tourism sector among partners, suppliers and customers, employees and shareholders.

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Amman Declaration: Affirming

- ❖ In the field of tourism , both the state and the enterprises share the responsibility of advancing the protection and respect of human rights in the business context as laid down by the guiding Principles on Business and Human Rights unanimously adopted by the UN Human Rights Council and its resolution 17/4 of June 2011.

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Amman Declaration: Affirming

- ❖ The year 2017 has been designated by the United Nations 70th General Assembly as the International Year of Sustainable Tourism for Development , is a unique opportunity to raise awareness of the contribution of sustainable tourism development among the public and private stakeholders, while mobilizing them to work together in making tourism a catalyst for positive change, particularly in the following five areas:

(1) Inclusive and sustainable economic growth

(2) Social inclusiveness, employment and poverty reduction

(3) Resource efficiency, environmental protection and climate change

(4) Cultural values, diversity and heritage

(5) Mutual understanding, peace and security

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Amman Declaration: Emphasizing

- ❖ The nature of cities is heavily impacted by the paradigm changes in the production and consumption patterns and the mobility of capital, people and goods. Tourism in cities is considered to be an economic activity with a high potential to stimulate local growth due to its complementarity with other activities, its contribution to GDP, job creation, foreign exchange and services exports. It is a powerful engine for the local economic and social development of cities through creating a skilled labor force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services.

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Amman Declaration: Emphasizing

- ❖ Referring to the objectives of this conference to reach a clear understanding and shared vision on:
 - An integrated approach to policy making, legislative framework and governance in urban tourism destinations in MENA region;
 - Improving transparency, knowledge, professionalism, productivity, infrastructure, connectivity, innovation and technology to achieve competitiveness in MENA cities;
 - The UNWTO Global Code of Ethics for Tourism, a comprehensive framework for achieving responsible and sustainable tourism for development in destinations.

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Amman Declaration: Calling Upon

- ❖ Prioritizing sustainable tourism in policy making is key in achieving sustainable urban tourism development and competitiveness;
- ❖ Establishing efficient governing systems in decision making process at national level between tourism public and private sector and urban development authorities is key factor in driving sustainable and competitive growth in cities;
- ❖ Good governance through open systems, public and private sector partnership , decentralization , providing equal opportunities, coordination and collaboration are factor to build sense of unity/ownership and social responsibly between stakeholders;

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- ❖ Tourism authorities , private sector and urban developers must utilize R&D and innovation hubs to enhance their performance to continuously respond to the continuously changing needs of visitors and citizens in cities;

Amman Declaration: Calling Upon

- ❖ Sustainability has become a generic issue for cities of the 21st century, hence integrated planning, development and management is the only solution to achieve sustainable urban tourism development;
- ❖ Tourism is a universal right for all, governments and national authorities are called upon to facilitate the accessibility of visitors through legislations and regulations without discrimination or exclusion with respect to gender, nationality, language, ethnicity and religion;
- ❖ Creating strategic alliances with international and regional stakeholders is essential in quality and competitive tourism services and products;
- ❖ Supporting small, medium sized enterprises equally and fairly constitute a key factor for resilient and sustainable economic growth (job creation youth women and entrepreneurs to engage in tourism);

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Amman Declaration: Calling Upon

- ❖ People empowerment with updates knowledge and creative thinking skills is driving force for sustainable economic growth in cities and destinations;
- ❖ Redesigning our educational systems to meet the knowledge economy era requirements form skills and qualifications is pillar to competitiveness and economic growth.

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